

Personal Selling - Presentation Role Play

Scheel's
Frisbee Golf Discs and Equipment

Your goal is to go through an entire sales presentation in which you help a customer complete a sales experience from start to finish. You are able to choose the product that you feel the most comfortable with and become a product expert regarding that product. Then, using your learning of Relationship Strategies, Product Expertise, Customer Strategies, Buyer Behavior and Presentation Strategies prepare for and execute an effective sales presentation. In the presentation you need to demonstrate the following elements:

Grading Rubric

4 - Effectively performs the skill, demonstrates knowledge of the presentation strategy, and performs the skill with confidence, clarity, and expertise

3 - Skill is performed with knowledge of the presentation strategy, lacking in complete understanding but manages to demonstrate confidence clarity, and expertise.

2 - Skill performed, but with minimal understanding of the presentation strategy, and is lacking confidence, clarity, and expertise.

1 - Ineffective use of the skill, with little knowledge of the skill, and has no confidence, clarity or expertise.

_____ - **Demonstrate the use of Effective Non-Verbal Strategies (Appearance, Voice, Manners)**

_____ - **Demonstrates the use of Ethical Behavior when faced with a ethical dilemma with the customer.**

_____ - **Demonstrates knowledge of the product and organization that they work for. Reference where this knowledge was obtained from.**

_____ - **Demonstrates knowledge of the customer's buyer behavior, why is the customer making the purchase and what influences them.**

Approaching the Customer =

Demonstrate an effective greeting and effectively develop conversation with the customer.

Utilize Non-Verbal strategies to make a good first impression on the customers.

Consultative Presentation

Need Discovery =

- Demonstrates effective use of asking Information Gathering, Probing, and Confirming Questions regarding the customer's needs.
- Demonstrates and executes the skill of active listening by using nonverbal forms of communication and confirming questions.
- Determine the customer's buying motive by confirming the reason for the purchase.
- Recognize the main needs of the customer.

Selection of the Product =

Demonstrates the use of Feature - Benefits to the customer and relate it to the customer's needs and wants.

Determine and develop a solution for the customer and recommend your product to them. Be able to respond to the customer after the recommendation.

Presentation Strategy =

Throughout the presentation keep the type of presentation consistent (Persuasive, Informative, or a Reminder)

Presentation that Adds Value =

Within the presentation, use tools to help add value for the customer - At least 3 need to be present.

- Relationship Building
- Features/Benefits for the customer
- Negative Impact of Change/ Reassure the customer
- Appeals at the Beginning or end.
- Emotional Links/Connections
- Use of Analogies, Metaphors, Stories, Testimonials

Negotiate Buyer Concerns =

Be able to answer the buyer's concerns and handle them appropriately.

Concerns about Price, Product, and the Source

Demonstrate the ability to overcome these concerns, by handling responses, questions, and explanations appropriately.

Appropriately respond to an ethical dilemma that you will be confronted with.

Closing the Sale =

Demonstrate one of the Methods to close the sale:

- Trial Close
- Summary of Benefits Close
- Assumptive Close
- Special Concession Close
- Multiple Options Close
- Direct Appeal

Confirm the Partnership =

Demonstrate your appreciation to the customer for making the purchase, confirm and reassure customer about their purchase, and thank them for their business.

Make sure to complete the sale by informing them of the services that will continued to be offered after the sale.